

For
EYE CARE
Consult your
EYE PHYSICIAN
For
EYE WEAR
Consult Your
GUILD OPTICIAN



A. G. Jefferson
Ground Floor, Allied Art-Bldg.
LYNCHBURG, VA.
EXCLUSIVELY OPTICAL

Champion's Quality
Flavorseal Protected
Oranges, Tangerines

★ Heaviest Pack
★ Best Color
★ Highest Quality
Buy them by the box from your grocer
Distributed by
Canada Produce Company
Phone 4871 Lynchburg, Va.

Planters Warehouse

Extends best wishes for 1946
to our customers and friends

Farmville Market expects
continued active bidding, strong
demand and good prices.

Dark Fired Sales Reopen January 7, 1946
Next Burley Sale Friday January 11, 1946

Make PLANTERS Headquarters
Farmville's Independent Warehouse

Experienced Personnel, Large Well-Lighted
Floor Space.

WATKINS - PUTNEY - WATKINS

Rocks News

Rocks, Dec. 31. Happy New Year to one and all.
John Ranson, of the Army spent a few days during the Christmas holidays with his wife and son.
Mr. and Mrs. Walter Ranson received a notice that their son, John, was in California on business.

Mrs. J. Frank Ranson has had the flu.
Mrs. E. S. Ranson, who has been quite sick, is out again.
Mrs. W. F. Ranson had all of her children with her Christmas day.

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COLD PREPARATIONS
Liquids, Tablets, Salve, Nose Drops
Caution: Use only as directed



How do they do it?

Could you produce one-third more crops with 10% less manpower? The farmers of America did it during the last full year of the war.

How? Partly by working themselves and their machines longer, harder. Partly by assisting hired help with weird help.

Electricity has taken over more and more farm chores. It pumps water, grinds feed, cures hay, fills silos. It steps up milk and egg and pork production. It cures farm housework, too.

Cheap, dependable electricity has made more than any other force to make farming efficient and farm life comfortable.

Who electrified the farms? Rural electric service didn't happen overnight. It started more than 25 years ago—will America's business-managed electric companies. These companies did the pioneering—the pick-and-shovel work.

The advantages of electricity on the farm were many. The problem was to get it to the farmer. Distance and weather called for new methods and materials.

But the job isn't done. Right now, as fast as men and materials become available, these same companies are extending reliable, low-priced electric service to more than 1,000,000 additional farm and rural business customers. These companies are investing \$200,000,000 for construction alone.

This program is under way right now.

Now, Nelson says, "The electric house" with Robert Anderson, Orchestra, Every Sunday afternoon, 4:30, 5:15, CBS Network.

What of tomorrow? Today, business-managed electric companies serve 1,850,000 farms (about two-thirds of all electrified farms) and more than 4,000,000 rural customers outside of incorporated towns. That's real progress.

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